

TO: Mike Saunders
FROM: Kathy McGrath/Event Marketing
SUBJECT: The Virginia State Fair

DATE: September 23, 1996

Marlboro Community Event Marketing will participate in the Virginia State Fair in Richmond, VA from **September 26 - October 6, 1996**. Specific information is as follows:

EVENT: Virginia State Fair

DATES: Thursday, September 26 - Sunday, October 6, 1996

FAIR HOURS: 10:00 AM - 10:00 PM

LOCATION: Virginia State Fairgrounds
600 E. Laburnum Avenue
Richmond, VA

CONCERT INFO: Date: Friday, October 4
Time: 7:30 PM
Location: Virginia Fairgrounds - Classic Amphitheatre
Talent: Randy Travis with special guest, Terri Clark

PROMOTER CONTACT: Mr. Keith Hessey
Vice President / Fair Manager
Atlantic Rural Exposition, Inc.
P.O. Box 26805
Richmond, VA 23261
Phone: (804) 228-3200

**PHILIP MORRIS
ACTIVITIES:**

In consideration for Philip Morris providing talent for the Concert, the Promoter grants Philip Morris the following sponsorship rights:

- The right to conduct tobacco sales and distribute branded incentive items to smokers, 21 years of age or older, from promotional booths at the Fair;
- The right to hang banners and signage on and around the booths, and at other locations at the site of the Fair;
- The right to receive 200 complimentary Concert tickets and 100 complimentary parking passes;
- The right to recognition in advertisements placed in connection with the Concert or the Fair and the right to approve, in advance, all materials and announcements prepared by the Promoter that mention Philip Morris, Marlboro, or Marlboro Music.

COMMUNICATED MS MAIL 9/23/96 TO SOM. SOM SHOULD FORWARD THIS INFORMATION TO APPROPRIATE PERSONNEL IN SECTION. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY.

DOC. #499

2070824895

**FIELD SALES
CONTACT:**

Mr. Jay Lucas
Philip Morris USA
804 Moorfield Park Drive
Suite 200
Richmond, VA 23236
Phone: (804) 323-6300

**SHIPMENT OF
MATERIALS:**

The materials listed below have been shipped to:

Brooks Transfer
200 Wylde Rose Court
Midlothian, VA 23113
Phone: (804) 379-5684

<u>Item</u>	<u>Quantity</u>
Towels	120
Duffle Bags	120
T-Shirts	432
Hats	576
Cassette Case	2,200
Lighters	10,200
Banners: 3' x 5'	5
Pens	500

Delivery: No later than 9/19/96

All residual materials must be shipped to the next event.

MANPOWER:

Phoenix Marketing will handle all on-site Marlboro activities.

If you have any questions or concerns, please contact me at (212) 880-3984.

cc: S. Anderson
I. Broeman
J. Fontanez
J. Gibbs

D. Hingst
J. Lucas
A. MacRae
S. Michas

J. Murillo
V. Murphy
S. Norris
J. Poole

S. Sampson
T. Shaughnessy
N. Suter
D. Tatum

T. Young
F. Vignone

2070824896